



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Scheduled Report - public distribution

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GAIN Report #KS0005

**Korea, Republic of**

**Promotion Opportunities Report - January 2000**

**2000**

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**Report Highlights:**

- 1. Great American Food Show 2000 from March 14 - 16, 2000**
- 2. Korean Buying Mission to West Coast is scheduled for January 22-29, 2000.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Seoul ATO [KS2], KS

**“The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.”**

## **Section I. Trade Shows**

1. THE GREAT AMERICAN FOOD SHOW! 2000 - ATO Seoul is going to hold The Great American Food Show! 2000 from March 14 - 16, 2000 at the Grand Celadon Ballroom in Hotel Inter-Continental Seoul. For detailed information please contact: Tel: 82-2-397- 4637 / Fax: 82-2-720-7921

## **Section II. Retail In-Store Promotions**

N/A

## **Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions**

N/A

## **Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)**

1. Korean Buying Mission to West Coast. ATO Seoul is organizing the Korean Buying Mission to the west coast of the United States. The Mission will be composed of 8 Korean buyers and is scheduled for January 22-29, 2000.

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